

## ProfitMill: Benchmarking for Financial Performance



### Introducing ProfitMill

- ProfitMill is an independent consultancy whose proactive services can help you improve your process and product quality.
- We provide a range of consultative services including process benchmarking, project evaluation, supplier selection and evaluation of capital equipment
- ProfitMill are able to provide a full range of marketing services for your products to help maximise brand recognition
- We offer independent expert advice to help your plant improve the contribution and return on investment from your automation systems.

### How do you Measure Performance?

- Are your automation assets making you money?
- Should they be working harder to help your bottom line?
- Do these assets need to be replaced, upgraded or expanded?
- Are they being properly serviced?
- How are these contributing toward your product quality

At ProfitMill we provide independent expert advice to help your plant improve the contribution and return on investment from your automation systems.

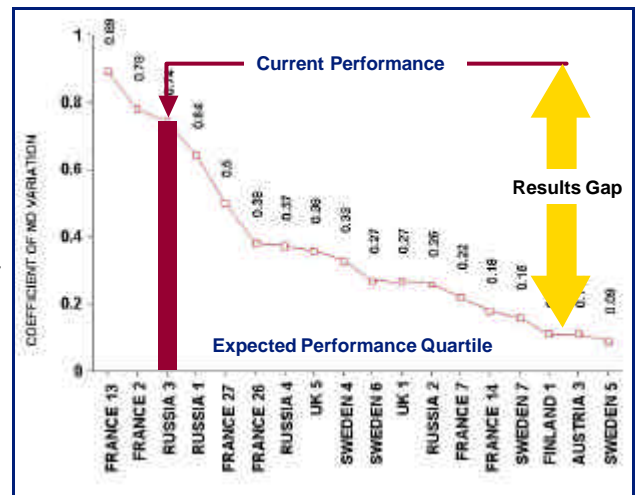
### Performance Benchmarking

Do you know how your machine or coater compares globally in terms of productivity or quality against its peers in the industry? The ProfitMill Performance database contains details of over 130 machines to help pinpoint areas of process improvement and identify the actions necessary to place it in the upper quartile of performance.

ProfitMill will visit your plant and survey your process operations. They will evaluate your automation systems to see how they can better contribute toward productivity, efficiency, costs and quality.

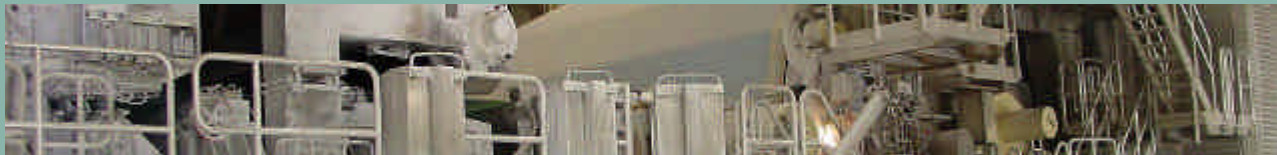
Conventional measurements and controls may not be able to produce either the right quality or deliver the best performance. Alternatively new measurements, actuators, field instruments or advanced controls may be needed. ProfitMill can recommend solutions and quantify the incremental annual contribution to your operations.

ProfitMill will prepare and present an Executive report to your plant management team with its recommendations for strategic improvement. This report will rank your machine against a number of key performance indicators and to convert the incremental improvements into the financial benefits that your operations should be achieving. The objective is to place your machine in the upper quartile of performance for both quality and productivity.



ProfitMill was founded in spring 2009 by Ray Shead and John Bristow, each having many years professional experience in the paper, plastics and other web-based industries. This experience includes applications, project management, service, marketing and sales for DCS, QCS, CD, WIS, WMS, TMMS and IT platforms.

## ProfitMill: Summer Update 2009



### ProfitMill in the News

The June 2009 edition of Paper Technology magazine published an article from ProfitMill highlighting the benefits of benchmarking analysis. The abstract from the article can be summarised as follows:

*“Benchmarking industrial processes provides a valuable insight into their relative performance and can be used as a tool to indicate potential areas for improvement. It can be used to pinpoint quality and performance deficiencies, quantify financial savings and justify strategic investment. The results from a benchmarking survey can also ensure brand uniformity for products that are manufactured globally”*

Because mills have a significant investment in process systems, it is vital that they perform optimally throughout their life cycle. Reliability, accuracy and robust controls are vital in order to deliver productivity, quality and profitability. By benchmarking the performance of a process against a series of key performance indicators (KPI), areas of process improvement can be quickly identified and translated into tangible incremental savings. The objective is to deliver cost-effective advice and place the process into the top quartile of quality and performance.



### ProfitMill's Performance Services: Investing for Profitability

Our value proposition is to provide our clients with a complete portfolio of services to enable them to make strategic automation decisions and to continue right through to verifying the return on investment. For most mills, this can be a complex, time consuming process. There can be a high element of risk or reward to the business depending on the decision path taken. ProfitMill offers its clients experienced support for its strategic investments in the following areas:

#### Project Evaluation

- Process and equipment audits: Health audit of currently installed process control equipment
- Automation strategy paths: Qualifying potential suppliers for clients projects
- Project feasibility: Estimating the ROI for budgeted automation equipment projects

#### Supplier Selection

- Bid preparation: Compiling the bidspec document and issuance to potential vendors
- Supplier qualification: Fit for purpose determination of potential vendors
- Terms & conditions: Documenting T's & C's for the scope of supply from order to acceptance
- Performance guarantees: Ensure the equipment performance will deliver the expected ROI
- Equipment acceptance and turnover: Punch list completion verification and operator competence
- Service requirements & contracts: Ensuring services deliver optimum lifecycle performance

#### Evaluation of Capital Equipment

- Performance evaluation: Audit equipment for accuracy, control capability and availability
- Return on Investment: Process audit to document actual ROI during a trial run period

#### ProfitMills Process & Application Expertise:

- Paper machines, coaters, calenders, and conversion processes
- Tissue, newsprint, LWC, S/C magazine, fine papers, coated papers, corrugating, liner, speciality and multi-layer grades

#### Measurement & Control Automation Platforms

- Quality Control Systems (QCS)
- Distributed Control Systems (DCS)
- Web Inspection Systems (WIS)
- Web Monitoring Systems (WIS)
- Total Machine Monitoring Systems (TMMS)
- Cross Direction Control Actuators (CD)